

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter will discuss the methodology of the research and the research procedure in order to answer the research question stated in Chapter I. This chapter consists of the Research Design and methodology, Research Procedure, and sample of data analysis.

#### **3.1 Research Design and methodology**

This research uses a qualitative research case study design. According to Stake (1995. Cited in Hyett, 2014 p. 2) a case study is an investigation and analysis of a single or collective case, intended to capture the complexity of the object of study. In addition, Stake (1995, cited in Creswell, 2003. P. 15) stated that a case study is a method in which the researcher explores in depth program, an event, a process, or one or more individuals. The researcher collects detailed information using a variety of data collection procedure over a sustained period of time. Hence, the purpose of this research is to understand a social phenomenon and individual perspective, in this case is the selected Google Mail Web Pages. Furthermore, this research also attempts to find out the translation procedures that are used in the Google Mail Web Pages whether the quality of the translation is good or irrelevant based on the characteristics of good translations purposed by several experts as stated in Chapter II. Thus, in order to find out the findings, the researcher considers that the qualitative case study design appropriate to this research, specifically in analyzing the translation procedures used in Indonesian translated version of Google Mail Web Pages and its translation quality.

#### **3.2 Research Procedures**

In this section there are two parts will be elaborated, the first part refers to the data collection techniques of this research. The second part is the explanation of the step to analyze the data gained during the research.

### **3.2.1 Data Collection Techniques**

As a case study research is used to describe the phenomenon and the real-life context in which it occurred (Yin, 2003. Cited in Baxter and Jack, 2008, p. 548). Thus, two data collection techniques are used in this research, the first is interview and the second is the analysis of Indonesian translated version of the Google Mail Web Pages.

#### **3.2.1.1 Interview**

The source of the data in this research are the words and phrases on the selected Google Mail Web Pages and the quality of the translation that are related to the characteristics of good translation purposed by several experts. According to Fraenkle, Wallen, and Hyun (2012, p. 100) the participant of the interview is based on the researcher's judgment. Furthermore, the participants are those who are considered related to the study (Frankael, Wallen, and Hyun, 2012, p. 436). Consequently, there are two considerations are taken in selecting the participants of the interview. First, each participant is an active user of the Google Mail Web Pages. Second, the participants are majoring translation program, it indicates that the participants have sufficient knowledge; specifically in relation to translation, its practice, and the characteristics of good translations which are significant in this research. Thus, four English students who are taking translating class who are also the users of Google Mail are chosen as the participants. After selecting the participants, informed consent is given to each participants to willingly take part in the current study.

#### **3.2.1.2 Google Mail Web Pages**

The data are collected from Google Mail Web Pages that are figured out during interview section. Hence, the words and phrases in Indonesian version were taken from the participants who are frequently visiting and accessing Google Mail Web Pages. There are 21 pages consisting 370 words and phrases from

Google Mail Web Pages that translated by using Fully Automatic Machine Translation (FAMT) will be elaborated in Chapter IV.

### 3.2.2 Data Analysis Techniques

There are nine steps that are taken in order to conduct the analysis:

1. Searching some of relevant theories from textbook, journal, internet sources, and related current studies to support the research.
2. Reading the result of interview both in English and Indonesian and comparing the version of Google Mail Web Pages, in this case English and Indonesian translated version.
3. Juxtaposing both English and Indonesian version of Google Mail Web Pages

**Table 3.1 is the example of juxtaposing Juxtaposing both English and Indonesian version of Google Mail Web Pages**

No	English Version	Indonesian Version
1	Welcome to Gmail	Selamat datang di Gmail
2	Features	Fitur
3	For mobile	Untuk seluler
4	For work	Untuk bisnis
5	Help	Bantuan
6	Sign in	Masuk

4. Identifying the data based on each translation procedure theories by Newmark (1988); and Vinay and Dalbernet (1973).

5. Classifying and listing the text based on its translation in both English and Indonesian Language. As Stake (2010, p. 98) stated that researcher could classify each datum according to categorical scheme.
6. Analyzing and calculating the percentage for each procedure which occurs in Google Mail Web Pages by this formula:

$$P = \frac{F}{N} \times 100\%$$

P = Percentage

F = Frequency of translation procedure

N = Total Number of Samples

7. Discussing the result on each translation procedure which occurs on Google Mail Web Pages based on theories by Newmark (1988); and Vinay and Dalbernet (1973).
8. Judging and discussing the quality of the translation based on some theories as mentioned in chapter two by separating the result into two groups (the qualified and the unqualified). Then, this step is supported by interviewees' opinion about the quality of the translation version.
9. Drawing conclusion based on the result of the research.

### 3.3 Sample of Data analysis

This part shows the example of data analysis that will be discussed Chapter IV as shown in Table 3.2.

**Table 3.2 Example of English Indonesia Translation of Google Mail Web Pages**

Source Language	Target Language	Combination
Contacts per page	Kontak per laman	Naturalization and Literal

Based on the example of table 3.1 there is a combination between Naturalization and Literal. The word “*Contacts*” was translated into “*Kontak*” and the word “*per page*” was translated into “*per laman*”. The translation seems natural and conveys the meaning of the SL. It makes the readers understand the text. As mentioned by Robinson (1997a, p, 209, cited in Munday, 2009, p. 23) the translation should give a complete transcript of ideas of the original work and preserve the style and manner of writing should be the same character as that of the original. Furthermore, Berman (1995, p. 94, cited in Venuti, 2000, p. 219) stated that Good translation shows respect for the linguistic and cultural differences of the foreign text by developing a “correspondence” that “enlarges, amplifies and enriches the translating language”.

Thus, the TL of the example shown on table 4.3 determined the purpose of the translation, which means that the translation fulfilled The Skopos theory purposed by Vermeer (1978, p. 100, cited in Schaeffner, 2008, p. 2)